

# THE RICHMOND CLIMAX.

38th YEAR

RICHMOND, MADISON COUNTY, KENTUCKY, WEDNESDAY, OCTOBER 4, 1911

NUMBER 16

L. R. BLANTON,

—WHOLESALE AND RETAIL—

Coal, Feed, Salt, Sand,  
Lime, Rock.

OLD DOMINION PORTLAND CEMENT

and All Kinds of Plaster Material.

Cor. Main and B. Streets

Telephone 85

N. V. WHITE

The Old Reliable Dry Goods Man

Just a Reminder

We want you to remember that you  
can get the best

SUMMER  
FABRICS

for the least money. A hint to the  
wise is sufficient

N. V. WHITE

Main Street, below First

RICHMOND

We All  
Like Pictures

of our loved ones. Possibly there are loved  
ones in your family of whom you have no photo-  
graph.

It is your duty to pro-  
cure their pictures while  
they are still with you.  
Urge them to make an  
early appointment with

The Schlegel Studio  
S. J. McGaughay  
Prop.

If Madero is President

An incident occurred last Friday in  
the city of Puebla, on the character of  
Mr. Francisco I. Madero, the man who,  
in all human probability, will be elected  
President of Mexico next October, says  
Our Dumb Animals. The incident is  
best described in the following letter ad-  
dressed to the secretary of the Society  
for the Prevention of Cruelty to Animals  
in the City of Mexico. The letter is  
from Miss Rose Mena, secretary of the  
Puebla Society, a young teacher who for  
five years has, almost single-handed,  
fought the battle of the dumb brutes in  
Puebla, although lately many of the  
best people in that Mexican theatre have  
commenced to support her work.

Referring to a gala performance given  
in Puebla, last Friday, jointly by the  
Temperance League and the Society for  
the Prevention of Cruelty to Animals, in  
honor of Mr. Madero, Miss Mena says:

"Repeating to your letter of the fif-  
teenth, I beg to state that in fact we did  
unite with the Temperance League in a  
festival in honor of Mr. Madero, and it was  
a splendid performance. I made a  
short address to Mr. Madero, in the  
name of our group, the Puebla Society  
for the Prevention of Cruelty to Animals.

"When Mr. Madero replied, he praised  
the labors of the Temperance League,  
and his eulogy of the Society for the  
Prevention of Cruelty to Animals was  
most hearty. He characterized our la-  
bors as 'arduous, but highly significant  
in the cultivation of altruistic senti-  
ments.'

"He related the following incident,  
which I quote substantially from his own  
words: 'Some years ago I had a passion  
for hunting. One time while in the  
country, on a hunting trip, I had the  
luck to fire two accurate shots at a

ROYAL  
BAKING-POWDER  
Absolutely Pure

MAKES HOME BAKING EASY

Light Biscuit  
Delicious Cake  
Dainty Pastries  
Fine Puddings  
Flaky Crusts

The only Baking Powder made  
from Royal Grape Cream of Tartar

Tax-Burdened Farmers, Read  
This.

The Republican platform assures the  
voters that Governor Wilson's Adminis-  
tration is worthy of all praise. Believ-  
ing that Judge O'Rear meant what he  
said when he wrote that plank, we have  
had it to the records at Frankfort for  
facts on which to base a few inquiries.

The expenditures for active militia  
during the four years of the last Dem-  
ocratic State Administration was \$29,  
339.40.

The expenditures for active militia  
for three years and a half of Wilson's  
Administration was \$27,159.87.

Does Judge O'Rear approve of that

wicked waste of money on the part of

his fellow Republicans, or was the plank

puffing the spectacular gyrations of Gov-  
ernor Wilson a mere paper bouquet,  
like the bunch of imitation flowers that  
was tossed to Taft in the same platform?

And while the Judge is scratching his  
head over this question, we will ask him  
another. Governor Wilson's Repub-  
lican Board of Equalization made the fol-  
lowing raise in the value of farming  
lands for purposes of taxation:

In 1910 in 93 counties, \$61,550,570.00

In 1911 on 72 counties, \$6,478,857.00

Total for two years, \$92,029,431.00

This unprecedented increase was vis-  
ited upon the farmers of Kentucky that  
the debts incurred by Wilson's militia  
might be paid. It meets with the ap-  
proval of the present Republican Governor.

Does Judge O'Rear approve or conde-  
mns this act of spoilage? His

platform says he approves it, but this

may be one of the planks that was in-  
sisted just for fun.

The tax-payers know that they are

severely burdened, but until they read

these official figures, they will not know

exactly how they have been made the

victims of Republican extravagance and

incompetency.—Danville Advocate.

Zemo Cures Eczema, Pim-  
ples, Dandruff, Prickly  
Heat, Sunburn.

and affords you skin comfort during the  
hot weather. We give you three rea-  
sons why we recommend ZEMO for skin  
trouble.

1st. ZEMO is a clean, scientific, liquid  
preparation—pleasant and agreeable to

2nd. ZEMO stops itching at once and  
alleviates the irritation and promptly soothes

and heals the skin.

3rd. ZEMO gives universal satis-  
faction and is recognized by skin specialists  
as the standard remedy for all skin and  
scalp troubles.

If you wish, try a bottle of ZEMO  
for yourself out of your pocket book  
and if it does not do exactly what we say, we  
will return your money without quibble  
or question. Perry's Drug Store.

Cleaning and Pressing  
Ladies and gentlemen's clothing clean-  
ed and pressed by Mrs. G. F. Bradley  
130 Second St. up stairs. Work is of  
highest order, price low. A trial order  
is solicited.

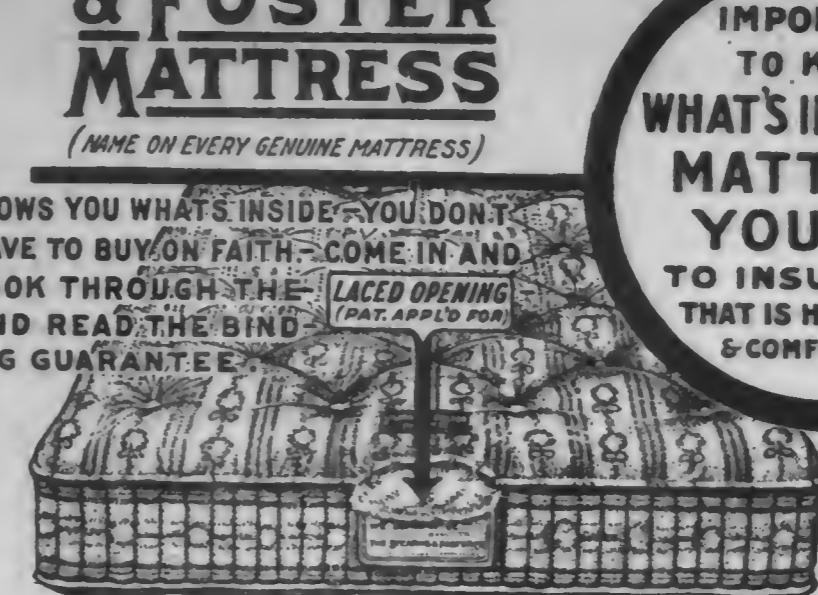
THE STEARNS  
& FOSTER  
MATTRESS

(NAME ON EVERY GENUINE MATTRESS)

SHOWS YOU WHAT'S INSIDE—YOU DON'T  
HAVE TO BUY ON FAITH—COME IN AND

LOOK THROUGH THE  
LACED OPENING  
(PAT. APPL'D FOR)

AND READ THE BINDING  
GUARANTEE



IMPORTANT  
TO KNOW  
WHAT'S INSIDE THE  
MATTRESS  
YOU GET  
TO INSURE REST  
THAT IS HEALTHFUL  
& COMFORTABLE

Stearns & Foster Mattresses are Comfortable, Durable and Sanitary; not only  
because of the way they are made, but because of the materials in them.

No patented process of mattress-making will produce a quality mattress out of  
poor cotton or cotton improperly-handled.

Stearns & Foster Mattresses are made of clean, sanitary cotton; felted into hun-  
dreds of little webs, forming many springy, buoyant layers, standing nearly three  
feet high. These layers are then laid by hand and compressed to one-sixth of their  
original height and encased in the ticking; then tufted to just the proper tension, so  
as to be soft, yet firm, half yielding to your figure, yet supporting it in perfect relaxa-  
tion.

Made in the best qualities of Satin Finish, dustproof tickings WITHOUT  
EXTRA CHARGE.

Four Grades of Superiority

Anchor. \$10.50	Windsor. \$13.50	Lenox. \$16.00	Style A. \$22.50
-----------------	------------------	----------------	------------------

When you buy a Stearns & Foster you get the best Mattress value offered.

Come in today and ask to see these exceptional Mattresses. We'll gladly show  
them. A positive guarantee on every Mattress.

A Stearns & Foster is a very Comfortable and Economical Mattress to buy.

OLDHAM & LACKEY  
Undertaking a Specialty

Dav Telephone 76  
Night Telephone 136 229  
W. S. O. R. O. L.

WE SELL  
MAY MANTON  
PATTERNS  
10 CENTS EACH

HUSTLING CASH STORE  
YOU ARE INVITED—WHEN WILL YOU COME  
TO : SEE : OUR : DISPLAY : OF : FALL : MERCHANDISE?

WE SELL  
MAY MANTON  
PATTERNS  
10 CENTS EACH

Shoes! Shoes! Shoes!

All Kinds. All Sizes. All Prices. The new-  
est lasts, and more of them than ever. Re-  
member we make good every pair  
of J. E. Tilt Shoes for Men, Dittenhofer Shoes  
for Ladies, and Buster Brown and Blue Ribbon  
Shoes for Boys and Girls that fail, through  
any fault of leather or workmanship, to give  
satisfaction. A trial pair is all we ask—  
and a customer is assured to us. \*

Everything New—Up to Now!

and lower in price for quality, than ever. We want  
to show you a brand new line of Elite and King Gar-  
ments Company's Coats, Suits and Skirts from.....

— \$10 TO \$30 —

We want to show you the largest assortment of  
Infants and Misses Coats you have seen in this city.  
Prices ranging from.....

— \$1.00 TO \$7.50 —

We want to show you our array of Dress Goods,  
Waistings, Ginghams, Percales, Outings, etc., etc. In  
fact, we want to show you what you want in any line

Men's & Boys' Clothing!

We want to show you the greatest values in  
Men's and Boys' Clothing and Overcoats,  
we have ever been able to secure. We defy  
all competition on.....

— \$10 AND \$15 —

Suits and Overcoats for men; also \$3.50 and  
\$5.00 Suits and Overcoats for Boys. \*

We are showing big values in Corduroys,  
Kerseys, etc., for every day use from \$7.50 to  
\$10. Be sure to see them before making a  
purchase. \*

YOU ARE INVITED  
WHEN WILL YOU COME?

Hamilton Brothers

Corner First & Main

Richmond, Kentucky





### Betsy's Pointers

"I have never seen a woman with girls use but who had beauty enough to make herself highly agreeable. If you wish to see faces light up with joy and satisfaction just drop in among the customers at

### Lackey & Todd

The Home of Low Prices and Square Dealing  
Telephone 62  
Opera House Building

## SUITS Perfectly : Fitted "VICTOR SUITS"

Made to special order only. Style, Fit and Material Guaranteed. See

**Mrs. J. A. Moores,**  
226 Second St.,  
Richmond, Ky.

In the Heart of The Great Fruit and Truck Belt, where failures are unheard of, where there is plenty of rain, where our farmers are in a prosperous condition, on account of being able to market money producing crops nine months of the year, where grass will sustain two head of stock per acre, where there is a delightful climate and school facilities are unsurpassed is where we are located and are locating many from other sections of the country on farms where the price is reasonable and terms easy.

THE STEGER LANE CO., Tyler, Texas.

## LOOK!

For the new Meat Market and Grocerian. My meat market will be as good as can be; always ready with Fresh and Cured Meats and quick delivery.

Groceries in large quantities and the best that can be purchased. If you have never given us a part of your trade begin now. We guarantee to please.

Yours for Fresh Goods,

**T. O. BROADDUS,**  
Second Street  
Telephone 39

### Rural Telephones

Mr. Farmer: Make your home as modern for your family as a city residence and place yourself in a position to get the latest market quotations at any time. This can be accomplished by means of our telephone service, when you and your neighbor can get for a sum that is small compared with the benefits received. Call or address our nearest office or write direct to headquarters Nashville, Tennessee, for information regarding our special "Farmers" Lines rate. If at present you are not enjoying telephone service, we can immediately interest you. Our lines cover the States of Kentucky, Tennessee, Mississippi, Louisiana and the Southern portion of Indiana and Illinois.

EAST TENNESSEE TELEPHONE CO., Incorporated

WHEN your residences and store buildings need to be painted and papered, or decorated in any way, see me about it, as I am prepared to do all kinds of Painting, Decorating and Paper Hanging.

I will use nothing in the way of materials on your work except such as I invite you to inspect at all times before being applied to your house, etc. Also, I will appreciate a share of your patronage, and promise you in return for same honest work and materials.

Very respectfully yours,

**W. L. LEEDS**  
Third Street  
Richmond, Ky.



### Young

### Men

Now, that you are thinking of your fall suit and overcoat, suppose you drop into our store, and let us show you some of Adler's Collegian Clothes. The reputation of this make of clothes is without a peer. We have handled many makes in the past, but for style, fit, and wearing qualities, Adler's Collegian Clothes surpass them all. They cost you no more than ordinary makes.

**J. S. STANIFER,**  
RICHMOND, KENTUCKY.

**We Feature**  
**ADLER'S**  **CLOTHES**

**A TRAINING SCHOOL FOR TEACHERS.**  
Courses leading to Elementary State Certificate, Intermediate State Certificate, and State Normal School Diploma. All these certificates are valid in all Public Schools in Kentucky. Special Courses, Review Courses. **TERTIO FREE TO APPLICANTS.** Two splendid Dormitories, New Model School, New Manual Training Building, Practical School. Students can enter to advantage at any time.

Address J. C. CRAIBBE, President, RICHMOND, KENTUCKY.

**R. Emmett Million**  
Successor to Hiram & Denby  
DENTIST  
Over State Bank & Trust Company  
TELEPHONE 266

**Todd-Edwards Lumber Co.**  
1-14  
Sharps Creek Separator  
For sale by

**H. I. PATRICK**  
DENTIST  
Paint Lick, Kentucky  
Crown, Bridge and Inlay work a  
Specialty.  
Office in Bank Building.

**W. O. PARK**  
Kansas City Stock Yards  
1-14

**Taxes Due.**  
Your taxes for the year 1911 are now in my hands and ready to be paid. Come in early and avoid the rush, as well as saving the penalty, by prompt payment.  
H. A. McCorl, Sheriff.

**C. C. Sale & Co.**  
Are the largest all-around order buyers of cattle, hogs, sheep, lambs, and calves at the Cincinnati Union Stock Yards. Consign your stock to them and receive the highest market prices.

**W. S. Norris.**  
TO INSURE YOUR  
HOUSE WITH

**D. R. Freeman**  
AT ONCE  
THAN TO WAIT UNTIL IT  
BURNS AND WISH  
YOU HAD

**H. C. Doty,**  
—SURVEYOR—  
solicito of those its patron needing services of a competent man. Address, RICHMOND, KENTUCKY.

**James & Hunley**  
Will buy or sell your house, farm town lots or anything else in the Real Estate line. Any business intrusted to him will be promptly and carefully attended to. See him if his services are needed.

We represent iron bound Insurance Companies — remember this.

**WHY SO WEAK?**  
Kidney Troubles May be Sapping your Life Away.  
Richmond People Have Learned This Fact.

When a healthy man or woman begins to run down without apparent cause, becomes weak, languid, depressed, suffers backache, headache, dizzy spells, and urinary disorders, kidney weakness may be the cause of it. Keep the kidneys well and they will keep you well. Dean's Kidney Pills make sick kidneys well. Our Richmond readers demand further proof than the following statement:

Ebenezer G. Evans, Depot St., Nicholasville, Ky., says: "Judging from my experience with Dean's Kidney Pills, I can say they are an excellent remedy and one that I have used to great advantage made for it. I suffered from a severe attack of kidney trouble, for some time. My back ached intensely and I had soreness across my kidneys that made it hard to move around. My kidneys seemed to be affected and kidney secretions were too frequent in passing times, which at others times was a complete relief. I at length began to take Dean's Kidney Pills and after a few days, I was completely relieved and for that reason I am glad to give this remedy my endorsement."

Yours truly, (signed) Jas. C. Dahlman Stockton & Son.

**FIRE, LIFE, ACCIDENT AND HEALTH INSURANCE.**  
The very best old line Companies. Wm. S. Broaddus, Agt.

**Lame back** is one of the most common forms of muscular rheumatism. A few applications of Chamberlain's Liniment will give relief. For sale by Stockton & Son.

**Jas. C. Dahlman, "Cowboy"**  
Mayor of Omaha, "Throws the Lariat."

Major Jas. C. Dahlman is of an interesting and impressive personality. Starting his career as a cowboy, he is at present Mayor of Omaha, and has the following political connections: Wm. S. Broaddus, Agt., three terms; Mayor of Cincinnati, eight years; Mayor of Omaha, six years, and in 1910 candidate for Governor of Nebraska. Wm. F. Foley & Co., Chicago, he said I have taken Foley Kidney Pills, which he said have given me a great deal of relief, so I cheerfully recommend them."

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# Circumstances Alter Case

# W. D. OLDHAM and CO. PULL OFF A NEW STUNT

THEY BEGIN THE FALL SEASON WITH  
THE MOST

# STUPENDOUS SALE!

*Ever Held in Richmond*

YES, Circumstances Alter Cases. Our buyers wen to market with the intention of buying just as few goods as possible to complete our fall stock, but when they reached the markets they found that a great many merchants all over the country had been countermanding goods of all kinds on account of the drouth in their vicinities, and the mills and factorias had such immense quantities of goods piled up on their hands on account of these countermands that they gladly snapped up our offer for them in big lots for cash down. And as our buyers are always on the alert for good things for our customers, bout so many of the big lots of seasonable new merchandise, it forces us to open our fall season with the biggest and best sale of new up-to-date merchandise ever before offered in this city.



NEVER in the history of our mercantile career did we ever open the season with a sale of all new up-to-date merchandise in every department. Never before have you had the opportunity to buy new stuff right when you need it at prices even lower than many houses quote at the end of the season.

Remember this is a sale of Spot Cash Goods for

## Spot Cash

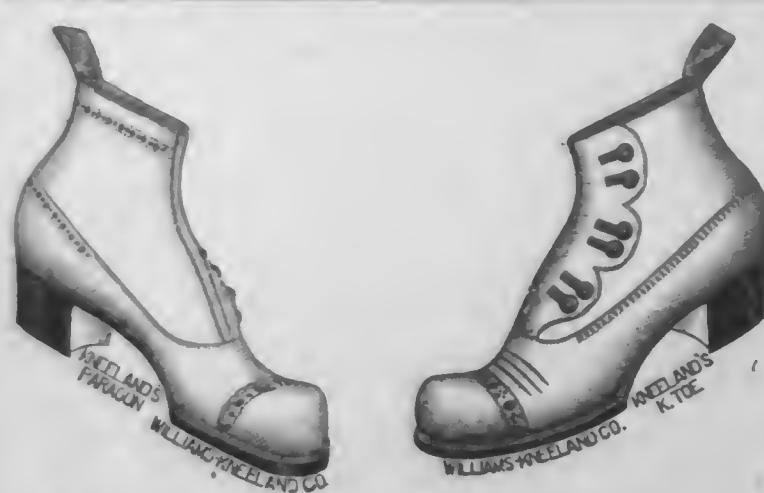
We don't do anything halfway. We don't advertise a sale and not have it. You will be shown the biggest stock of of new goods that you ever had the opportunity to see and at prices that will unlose the draw strings of many a pocket book.

You can't hold on to your money when you see the

## BIG BARGAINS

we are naming during this sale.....

Sale Begins Saturday, October 7th, and Closes Saturday, October 21st



### Shoes - Shoes

For Men For Women For Children

You can buy them during this sale and save enough money to buy many useful things during the cold weather this winter. Our entire new stock of Wm. Keebland's fine Shoes for men, Queen Quilling fine Shoe for Women, Clapp & Tapley's celebrated line of misses and children's Shoes—all go in this sale at greatly reduced prices. Besides we will have great racks full of all kinds of Shoes, all good, at less than half price. Don't miss them.



### Ribbon

The bargains you will see in Ribbons will alone pay you for your visit. Perain Hair Ribbon, 5 inches wide, all pure silk, regular 25c value. Sale price

10c yard

Nice, wide, all silk ribbon, 5c per yard

Look all over the house----bargains for you everywhere

### You Can Buy

#### Cottons and Linens

and domestics at wholesale prices or at prices the smaller stores have to pay for them

Good unbleached Muslin, full 36 inches wide, usually sold at 7 1-2c per yard, our price 5c

Good bleached Muslin, full yard wide, no dressing, regular 8 1-3c value, our sale price 6c

50 whole bolts of Lonsdale Bleach Cotton will be sold during this sale at 7 3/4c

25 whole bolts Pepperel Bleach Sheetings, 10-4 wide, will be sold at per yard 22c

Standard Apron Ginghams usually sold at 7 1-2 and 8 1-3 our price during this sale 5c

10,000 yards of the very best Calicoes, all colors, black, gray, indigo, blues, shirting prints, reds etc., all the very best brands will be sold during this sale right off the bolt at per yard 4c



### A Flyer in Small Wares and Notions

Kirby Beards English Hair Pins, in straight and crimped styles, per paper 1c

Jet head Mourning Pins, 6 boxes for 5c

A large cube of white and blue lace Pins, regular 10c value, sale price 5c

Honeycomb Wash Rags, 3 for 10c

White Cotton Tape, all widths, 1c

Good Pearl Buttons, regular 5c per card, sale price 2c

Ladies' satin back extra strong Elastic Supporters, regular 50c sellers, sale price 23c

Sanitary Dinking Cups, 1c

Sanitary Hair Nets, the best, 5c

500 dozen nice cambric hemstitched Handkerchiefs, well worth from 8 to 10c each, will be sold during this sale at 12c dozen or 1c each



expect. Don't fail to see them

### Colored Draperies

and Plain Nets during this sale at almost half the regular price.



One lot ladies' Short Kimonos, in beautiful patterns. Sale price

### 23 cents

One lot ladies' Long Kimonos made out of beautiful Krinkle Cloth, in solid colors, pink, light blue, lavender and red, beautifully trimmed; regular 82 values. Sale price

### 98 cents

One lot of extra fine Ducking flocked long Kimonos in new pretty patterns; regular 82 sellers. Our Sale price

One lot extra fine Silk Kimonos, the kind you pay 85 for in beautiful colorings and patterns, nicely made, gathered waist and sleeves. Sale price

All New Merchandise at Mighty Low Prices

**W. D. Oldham and Company**  
RICHMOND'S GREATEST STORE



# A SALE TO UNLOAD THE Biggest Stock of New Seasonable Merchandise Ever SEEN IN RICHMOND

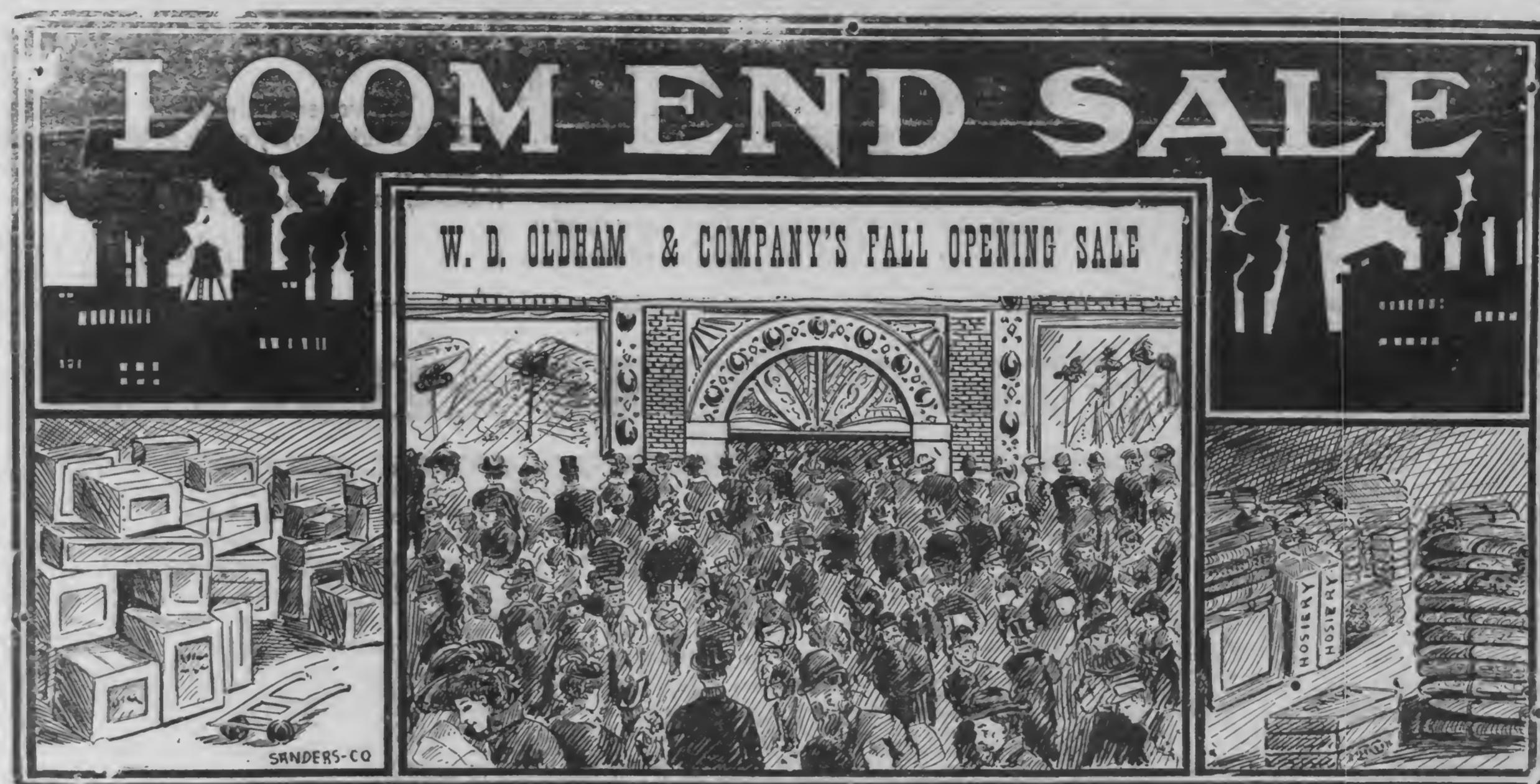
A SALE OF ALL NEW GOODS ALL OVER

# The Big Store

NOT A LOOM END SALE BUT A MONEY SAVING SALE FOR EVERYBODY. :-

YOU all know we have a syndicate of stores that gives us buying facilities that other stores do not have. We can handle Big Lots of goods direct from the Mills and save our customers the middle man's profit. No one between to make additional cost to you. The man who makes the goods, sells direct to us, in this way reducing the cost of an article to a minimum; and then when we can find these Mills overstocked with countermanded goods from other merchants, we reap the harvest we are entitled to. Our prices in this sale will stand as an evidence of what our Big Store means to you.

THE Goods purchased for this sale were bought on the following conditions: One-half down, the other half before leaving the house." They will be sold that way. Nothing but CASH goes.



## 9 X 12 SIZE Brussels Rugs

largest room size, seamless and all-wool, regular \$17.50--retail price. All new, pretty, bright patterns. Our sale price for choice

**\$8.98**

WHEN it comes to value giving in Rugs, Carpets, Matting and Linoleums, no other store matches ours with same qualities--a claim that is proved every day. Make all the comparisons you like.

Our remarkable offering of the above mentioned 9x12 seamless Brussels Rug, strictly all-wool fabric, at \$8.98, is the identical goods other stores ask \$17.50 for

We will sell during this sale our entire lot of 9x12 Smith's Axminster Rugs, in Oriental and Floral designs. All new patterns, at..... **\$15.75**

This Big Sale Where Your Dollars Will do Double Duty, Begins Saturday, October 7.



OUR entire stock of New Suits and Overcoats for Men, Young Men and Boys will be slaughtered in this sale, just as if it was the close of the season and we wanted to close them out. Why not? They were bought at a slaughtering price, and we can afford to sell them that way. Nothing will be reserved in the Clothing stock; they all go at sale prices, the fine and medium as well as the low grades. Come and pick them out.

This Will Be a Sale  
That Will Bring  
Wonderful Savings  
On Seasonable  
Merchandise. & & &



OUR BUYERS surely did go some when they got to the factory where they make Tailored Suits and Cloaks for Ladies and Misses. Cloaks for children, too. Separate Skirts for Ladies and Misses. Never in the history of our mercantile career have we seen more beautiful garments, and in such quantities piled up in our store. They bought only the very latest and best styles, and bought them for "Cash Down" at such low figures that anybody can afford to buy them. If you intend to buy anything in Ladies' Ready-to-wear Garments this season, you can't afford to miss this chance. Come before they are picked over.

BUY Your Winter Underwear at wholesale prices. Same price per piece as per dozen.

**CHILDREN'S** Heavy winter weight fleece-lined Vests and Pants, usual price 25 cents, sale price..... 19c

**CHILDREN'S AND MISSES'** Ribbed Union Suits, in sizes from 2 to 12 years, regular 25-cent values. Our sale price..... 23c

**BOY'S** heavy, fleece-lined Union Suits in all sizes, the kind you pay 50 cents for everywhere. Our Sale Price..... 42c

**LADIES'** Extra Good Ribbed Union Suits, in bleached and gray. Regular 60c values. Sale price..... 44c

**ONE LOT**—about 100 dozen Ladies' Bleached Vests and Pants, winter weight. Regular 39c values. Our Sale Price..... 23c

**ONE LOT** of Men's Sanitary fleece lined Vests and Pants. A regular 75c value. Sale price..... 44c

**ONE LOT** of Men's Extra Heavy Gray Fleece lined Vests—our 50c sellers. Sale price..... 39c

HERE is where we are strong on Bargains for you. We closed out one of the largest mills in the country, a big lot of Fine Hats and Caps. They are all new styles—the very latest. Don't fail to see them and get the Low Prices we are naming.

A SALE of BED SHEETS, Blankets and Comforts at unusually low prices.

**8120** Bleached Sheets, full size, for small beds made of close woven firm sheeting cotton, with improved welded seams in center for added strength. Hand-toin and ironed. Sale price..... 47c

**8120** Bleached Sheets, full size, for double beds; made of superior quality linen finish cotton, free from dressing; 3-inch hem. Regular 79c value. Sale price..... 58c

**00 PAIR** 10x4 Bed Blankets, in gray, tan and white. Regular 89c values. Sale price..... 49c

**100 PAIR** Elegant Wool-nap Blankets in gray, tan and white, with blue and pink borders, looks as nice and is as good as a \$5 all-wool blanket. Full size. Sale price..... \$1.79

**25 PAIR** of all-wool 11x4 Blankets, in white, gray and plaid, slightly soiled. Regular price \$5.00 \$6.00. Sale price for choice..... \$3.50

**0 NE LOT**, full size Bed Comforts, about 85 in the lot. Regular \$1 value. Sale price for choice..... 69c

**0 NE LOT** of fine silk lined Comforts, ranging in price from \$1.50 to \$3.00, will be sold during this sale at about one-half former price. See them!

OUR Entire Stock of fine all-wool Blankets will be greatly reduced in price for this sale. If you expect to need Blankets this winter, now is the time to buy them.

WE don't want you to fail to see our tables of Muslin Underwear. There are some Big Bargains for you there. Don't miss them.

WE will sell 500 Black Mercerized Petticoats in this sale. They are beautifully ruffled and tucked, and range in price from \$1.25 to \$2.25. You can take your 89c pick for.....

WE have just received a lot—about 150 Black Silk Petticoats, worth up to \$5.00 each. Our sale price for choice. . . . \$2.89

BIG BARGAINS to be had in our Hosiery Department. The stock was never more complete, and the prices we are naming for this sale will be a record breaker for New Goods.



WE are Sole Agents for the American Lady Corset, and we have just received a big shipment of all the new styles. It is a shame to cut the price on them, but they will all be sold at greatly reduced prices for the

Big Opening Sale.

## W. D. OLDHAM & CO.

For 25 Years Richmond's Biggest and Best Store

This Surely Will Be  
A Record Breaking  
Sale, As We Offer  
Nothing But New  
Goods and Styles.